

B.T.M  
M.A. M.Sc. Exam May/June 2015

POLICY & PLANNING FOR TOURISM DEVELOPMENT

Second/Fourth Semester  
Pages 142 to 147

SS-192  
M

Max Marks 50  
External 40  
Internal 10

10

Page - 1 to 5

SOS  
FOR COLLEGE ONLY

M:17 ①

UNIT - I

Introduction to Tourism planning. Objectives, methods, and steps of tourism planning.

UNIT - II

Importance, role, and responsibilities of various stake holders in the development and growth of tourism.

UNIT - III

Elements of tourist destination and their influence on tourism planning. Four components and problems of standards.

UNIT - IV

Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.

UNIT - V

Tourism Policy: need, and principles. Factors influencing tourism policy, Policy formulation in India from retrospect to prospect, planning for youth and sports tourism

D

SC/192  
2  
M-13  
M-15  
M-16  
M-17

505  
FOR COLLEGE ONLY  
2

**Suggested Readings:**

1. Indian Tourism Beyond the Millennium: Bezbaruah M.P.
2. Tourism : Past, Present, Future, Burkart A.J. & Medlik
3. Tourism Planning, Gunn Clare A. (New York Taylor)
4. Essays On Tourism, Chib, Somnath
5. National Tourism Policy, 1982.

MODULE NO.: 202

SC/193  
M-14  
M-15  
M-16  
M-17

**BUSINESS ENVIRONMENT**

Max Marks: 50  
External: 40  
Internal: 10

**UNIT - I**

Introduction : Concept, Nature, and Significance of Business Environment  
India, Economic system

**UNIT - II**

Social Cultural and Political Environment : Social Responsibility of Business, Business Ethics.

**UNIT - III**

Industrial Environment : Critical Analysis of Industrial Policy and Industrial Sector Reforms (Recent Industrial Policy, Industrial Development during Five Year Plans Achievements and Failures), Industrial Sickness.

**UNIT - IV**

Economic Environment : Fiscal and Monetary Policies, Policy of Liberalization and Globalization, Business Cycles

**UNIT - V**

Natural, Technological and Ecological Environment, Role of MNC's in Indian Economy, Problem of Pollution and its control, Role of Business and Management in Controlling Pollution.

**Suggested Readings:**

1. Business Environment, Cherunilam Frances, Himalaya Pub. K. Ashwathapa
2. Business and Government, Ghosh P.K., Sultan Chand.
3. Economic Environment of Business, Ashwathapa, K.
4. Business Environment, Sachdeva S.

*[Handwritten Signature]*

FOR COLLEGE ONLY

MODULE NO.: 203

TRANSPORT IN TRAVEL & TOURISM

SS 144  
M17  
M15  
M16  
3

Max. Marks: 50  
External: 40  
Internal: 10

UNIT - I

Evaluation of Transport System, Importance of Transport in Tourism, Pattern of demand for Tourism and Transportation.

UNIT - II

Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India.

UNIT - III

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO. Transport and Insurance Documents, Road Taxies Fitness Certificates.

UNIT - IV

Rail Transport System, Major Railway System of world, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient Facilities offered by Indian Railways like Raj Yatri Niwas.

UNIT - V

Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospectus of Water Transport in India.

**Suggested Readings:**

1. Travel Industry, Chuck Y. Gee
2. Transport for Tourism, Stephen Page
3. Successful Tourism Management, P.N. Seth
4. Tourism System, Mill, R.C. And Morrison

MODULE NO.: 204

BUSINESS ECONOMICS

SS 145  
M14  
M15  
M16  
M17

Max. Marks: 50  
External: 40  
Internal: 10

UNIT - I

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, scope and application of Managerial Economics.

UNIT - II

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & consumer surplus.

UNIT - III

Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting, In difference curve analysis.

Am

FOR COLLEGE ONLY

4

UNIT - IV

Economics of Production Analysis: Return to scale, Law of Returns and Production function, Concept of Profit and Break – even Analysis.

UNIT - V

Concept of Price determination: Price determination under perfect, imperfect monopoly oligopoly.

**Suggested Readings:**

1. Managerial Economics, Chopra O.P., Tata MC Graw Hills
2. Managerial Economics, Mehta, P.L., Sultan Chand New Delhi.
3. Micro Economics, H.S. Agarwal
4. Managerial Economics, Jeoldean, Prentice Hall of India.
5. Managerial Economics, Sachdeva S., Lakshmi Narain Agarwal, Agr

MODULE NO.: 205

GEOGRAPHY FOR TOURISM

Max Marks: 50  
External: 40  
Internal: 10

UNIT - I

Importance of Geography in Tourism: Latitude, Longitude, International Date Line, How to read map – Location of tourist destinations India/world.

UNIT - II

Elements of weather and climate, Itinerary planning by Air, Factors affecting global and regional tourist movements.

UNIT - III

Time Zones, Time differences, GMT variations, concept of Elapsed time and Flying time.

UNIT - IV

Case studies of selected Indian states like Rajasthan, Kerala, Madhya Pradesh and Orissa.

UNIT - V

Case studies of selected Indian State -Tamilnadu, U.P., Uttaranchal, J&K, and H.P.

**Suggested Readings:**

1. Geography of Tourism, Robinson H. A.
2. The Geography for Travel and Tourism, Burton, Rosemary
3. Geography of Travel and Tourism, Boniface B. And Conner C.

*Aradh*



# FOR COLLEGE ONLY

MODULE NO.: 206

ENGLISH

Max Marks 50  
External 40  
Internal 10

88 147  
M-14  
M-15 (5)  
M-16  
M-17

## UNIT - I

**Communication** - Meaning, Importance & Objectives - Principles of Communication, Forms of Communication, Process of Communication, Barriers of Effective Communication, Techniques of Effective Communication.

## UNIT - II

### **Written Communication :**

A) **Business Letters** - Types, Inquiries, Circulars, Quotations, Orders, Acknowledgements, Executions, Complaints, Claims & Adjustments, Collection Letter, Banking Correspondence, Agency Correspondence.

B) Application Letter, Bio-data, Interview Letters, Letter of Reference, Letter of Appointments Confirmation, Promotion, Retrenchment, Resignations.

C) Report writing - Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings - Notice - Agenda, Resolution & minutes.

The students are required to submit a written of the topics as per the schedule by the Course instructor. The report is evaluated on various dimensions of written Communication and suggestions for improvement will be offered.

## UNIT - III

### **Oral Communication :**

A) Listening & Speaking, Meeting speeches, & techniques of eliciting response, probing questions, Recording and closing, Observations, methods, Group discussions & interviews.

B) Non verbal Expressions: Body Languages, Gestures, postures, Facial Expressions, Dress codes.

The students are required to identify topics of interest and to make oral presentation in the class. The course instructor shall evaluate the student's presentation skill and suggests methods for improvement.

## UNIT - IV

### **Group Communication:**

Effective Group Discussion, essentials - role - playing, Team building, Integrated Communication, In-basket exercises.

Group Communication exercise will also be given and evaluated by the Course Instructor.

## UNIT - V

Application of Electronics media & Communication, Telecommunication, teleconferencing, FAX, E-mail.

### **Reference Books:**

1. Basic Business Communication, Robert MaArcher.
2. Effective Business Communication, Murhy.
3. Excellence in Business Communication, Thill.
4. Handbook of Business Correspondence, Frailey.
5. Business English & Communication, Clark.
6. Business Communication, Pradhan & Thakur.
7. Business Communication, Balsubramanium M.
8. Handbook of Case Writing, Culliton & James W.

*Arch*